

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Willard Building
other names/site number Peacock Building

2. Location

street & number 150 East Fulton Street

N/A

 not for publication
city or town Grand Rapids

--

 vicinity
state Michigan code MI county Kent code 081 zip code 49503

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local

Signature of certifying official/Title _____ Date _____

MISPHO

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official _____ Date _____

Title _____ State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

 entered in the National Register determined eligible for the National Register

 determined not eligible for the National Register removed from the National Register

 other (explain:) _____

Signature of the Keeper _____ Date of Action _____

Willard Building
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5. Classification

Ownership of Property

(Check as many boxes as apply.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

Category of Property

(Check only **one** box.)

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/specialty store(s)

Current Functions

(Enter categories from instructions.)

COMMERCE/specialty store(s) & restaurant(s)

7. Description

Architectural Classification

(Enter categories from instructions.)

Other: Mixed Classical Revival-inspired/Art Deco

Materials

(Enter categories from instructions.)

foundation: CONCRETE

walls: BRICK

TERRA COTTA

roof: SYNTHETIC/vinyl

other: GLASS, METAL

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

See Continuation Sheet

Narrative Description

See Continuation Sheet

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☐ A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B Property is associated with the lives of persons significant in our past.
- ☒ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ A Owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object, or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

Period of Significance

1929 – 1930

Significant Dates

1929, 1930

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Architect – Benjamin W. Hertel

Contractor – Owen-Ames-Kimball Company

Period of Significance (justification)

Period of construction of the building.

Criteria Considerations (explanation, if necessary)

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

See Continuation Sheet

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

See Continuation Sheet

Developmental history/additional historic context information (if appropriate)

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

See Continuation Sheet

Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67 has been requested)
☐ previously listed in the National Register
☐ previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings Survey # _____
☐ recorded by Historic American Engineering Record # _____
☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

☐ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☐ Other

Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property Less than one
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1
Zone Easting Northing

2
Zone Easting Northing

3
Zone Easting Northing

4
Zone Easting Northing

Verbal Boundary Description (Describe the boundaries of the property.)

W 48 FT OF LOT 1 BLK 2 ALL OF LOT 4 BLK 2 & E 2 FT OF LOT 5 BLK 2 ALSO N 8 FT OF ALLEY ADJ ON THE S*
BOSTWICK & CO S ADDITION

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Boundary Justification (Explain why the boundaries were selected.)

Site associated with the building.

11. Form Prepared By

name/title Grace A.M. Smith
organization Designsmiths date May 31, 2012
street & number 200 East Division Street telephone 616-866-4089
city or town Rockford state Michigan zip code 49341
e-mail designsmiths@hotmail.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.
- A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Willard Building

City or Vicinity: Grand Rapids

County: Kent State: Michigan

Photographer: Grace A.M. Smith

Date Photographed: December 2011 (3, 4, 5, 6, 7, 8, 9, 10, 11, 16); May 2012 (1, 2, 12, 13, 14, 15)

Location of Original Digital Files: 200 E. Division St., Rockford, MI 49341

Description of Photograph(s) and number:

- 0001 East elevation, camera facing northwest
- 0002 East elevation, camera facing west
- 0003 View of northeast corner, camera facing southwest
- 0004 View of north façade, camera facing south
- 0005 North façade and adjacent buildings, camera facing southwest
- 0006 Building rear, camera facing northeast

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- 0007 Building rear, camera facing northeast
- 0008 Building rear service alley, camera facing northeast
- 0009 South elevation, camera facing east
- 0010 South elevation, camera facing north
- 0011 South elevation corner bay, camera facing north
- 0012 Pier detail at south corner, camera facing west
- 0013 Pier panel detail, camera facing west
- 0014 Terra cotta peacock detail, camera facing west
- 0015 Plaque detail, camera facing southwest
- 0016 Pier detail, camera facing south

Property Owner:

(Complete this item at the request of the SHPO or FPO.)

name Chuck Hoyt, Peacock Partners, LLC

street & number 38 COMMERCE AVE SW STE 103

telephone 616-301-9300

city or town Grand Rapids

state Michigan zip code 49503

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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DESCRIPTION

Summary Paragraph:

The Willard or Peacock Building is a one story, with basement, L-shaped, commercial/retail building located on a busy corner in downtown Grand Rapids. Terra cotta detailing mixes Neoclassical inspired and Art Deco motifs. Multiple storefronts line two streets and are framed by tan brick with polychrome terra-cotta detailing. A diagonal street corner bay displays the prominent storefront at the outside with a terra-cotta plaque that reads "Willard Building 1930." Terra cotta piers separate the storefronts and each pier is decorated with urns, crests, and acanthus leaf designs. At the top of each pier is a polychrome terra cotta peacock; there are twenty in total. Two sides of the building are crowned with a terra cotta cornice with egg and dart detail above the storefronts. It is the decorative and celebrated peacocks that have given the building its more common name, the Peacock Building. The primary exterior alterations are the storefront windows: full-sized aluminum replacements with plain aluminum panels that have replaced previous signboards above the storefronts.

Narrative Description:

The Peacock Building is located at the east edge of the downtown Grand Rapids commercial district in a buffer zone between the much larger commercial buildings of downtown and the residential homes in Heritage Hill. It stands at the southwest corner of E. Fulton Street and Jefferson Ave. The north/south border of the national register Heritage Hill Historic District at this location is Jefferson Ave. Less than three blocks to the west is the edge of the national register Heartside Historic District. Numerous buildings within a few blocks surrounding the Peacock Building are listed in the National Register, the State Register, or are Local Historic Landmarks.

Despite its diminutive size, the Peacock Building has become a local icon because of its unique and exquisite terra cotta work. It is a fine example of late 1920s commercial design that combines Neoclassical inspired and Art Deco design elements. For example, terra cotta pier detailing is reminiscent of the interior designs of Scottish architect Robert Adam often used in traditional Grand Rapids' furniture design of this period.

The building was designed with sixteen individual bays, seven facing East Fulton and nine facing Jefferson. Each bay is delineated by decorative terra cotta panels on tan brick piers on either side of the storefront and an undulating parapet with the caps of piers between the window bays and raised center section of parapet in each bay rising slightly above the remainder of the parapet. Each bay consists of a large, glass storefront window with a painted wood paneled base. Doors are typically recessed from the display windows with a side window, adjacent to the door, set on an angle, drawing passersby into the store. The entry floor area that is recessed from the front of the building is typically of terrazzo. The former signboard area above the glass has been in-filled with a painted wood panel. Above the panel is a terra cotta cornice featuring a chevron and dot pattern as the major horizontal band with a smaller egg and dart border at the bottom edge. Tan colored brick in Flemish bond forms the upper façade of each bay. The parapet is capped with a terra cotta coping with a delicate acanthus leaf border at its lower edge.

The base of each pier is wrapped in metal panels with a green faux granite finish. The pier features cream colored terra cotta framing a pale green terra cotta background with delicate bas relief urns and floral and acanthus motifs, also in cream colored terra cotta. They are capped with twenty *alto rilievo* polychrome terra cotta peacocks in shades of cream, ochre, blue and green. Delicately detailed brackets provide pedestals for the three dimensional peacocks. All the detailing was designed to be seen from street level with an eye to human

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scale. The intricacies of the details are vivid because they are so close. Black fabric awnings have been added where the traditional sign boards were located. Early photos showed retracting awnings in some of these locations.

On the Jefferson (east) side of the building, where the adjacent building sets back from the street, the last storefront wraps around to the south a full bay, creating a premium rent corner store at this location. The storefront is also flanked by peacock adorned piers and has a faux green granite base. The glass has been temporarily in-filled with plywood and there is a painted plywood panel where the signboard would have been originally located.

Most of the windows along the alley on the south side of the building have been boarded over with plywood. The alley side's brick is a finish-quality, tan brick, matching the brick at the street fronts but laid in a common bond.

The rear (west) side of the building is utilitarian tan brick in common bond. Some large metal industrial style windows still exist and overlook the service alley. Some windows have been temporarily filled in with wood panels; others were replaced with aluminum windows. Rear exit doors are typically painted metal with transom panels in-filled with plywood. A parapet runs around the public faces of the building, with a flat roof behind. The flat roof becomes a slight hip roof at the rear of the building and is only visible from this location.

The interior commercial spaces have been altered many times over the years; however, they are still conceptually the same. They are delineated by the storefront bays, have traditional public entrances on the fronts of the building and are serviced by rear entries. Many of the stores retain old wood floors; although it is unknown whether these are the original floors.

The urban setting has evolved somewhat from the time the building was built. Fulton Street was widened for further commercial development just prior to this building's construction. Buildings north across E. Fulton have since been demolished opposite this entire block to create surface parking. The exterior of the building retains much of its original integrity. The terra-cotta and masonry are intact and in very good condition. There have been no additions to the building.

The original storefront windows, doors and sign boards were removed and replaced with the current aluminum storefront windows and doors with wood infill panel between mid-1975 and Jan. 1980. Some of the storefronts along Fulton and the most southern one on Jefferson had been previously in-filled with panels and smaller windows. Those were removed during the late 1970s and the larger storefront windows similar to the original windows were installed.

Overall, the building maintains a great deal of original architectural integrity. It has been well maintained, staying within the same family's ownership for more than sixty years. With only temporary exceptions, the majority of the building has remained rented throughout its history.

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Summary Statement of Significance

Since its opening in 1930, the Willard Building has been popularly known as the Peacock Building, after its signature, polychrome terra cotta birds rising above the tan brick parapet of its façade. The twenty peacocks perched atop piers separating storefronts and at corners, are high-relief terra cotta ornament unmatched on any local building of similarly intimate scale; use of blue, green and ochre tones makes it a more exuberant example of polychrome terra cotta than all but a few downtown Grand Rapids buildings far grander in scale. Because it was constructed on the very brink of the Great Depression, the Peacock Building sounded the last hurrah of elaborate terra cotta ornament in Grand Rapids.

Historical Background

Commerce in the city of Grand Rapids grew outward from Louis Campau's 1827 riverside trading post, along Canal Street and eastward toward Ottawa Avenue. After the Civil War, growth continued east along Monroe Avenue to Division and adjacent streets. Here were department stores, specialty stores, banks, restaurants and large hotels, and any manner of enterprise important to a growing city. Development continued in the high-demand city center and, by the turn of the century, many looked to Division Avenue to locate new or expanding concerns. Early in the new century, furniture stores, specialty shops, grocery stores and service businesses took their places along South Division.

New residential construction accompanied the increase in commercial building, and apartment buildings rose nearby. In 1900, the Lorraine Building (National Register of Historical Places, 1982) was built at 124 East Fulton, just to the west of the Peacock Building, to provide apartments for an upper middle class clientele. On the rise to the east, prominent citizens had been building grand homes since before the Civil War, and this neighborhood, historically known as "the Hill" (the area now encompassed by the Heritage Hill district, National Register, 1971), was well established as an upper and upper-middle class enclave. Several large churches stood nearby, First Congregational (1869), Westminster Presbyterian (1885) and First United Methodist (1916) among them. Institutions such as the Ladies' Literary Club (1887), St. Cecilia's Music Society (1894) and the Ryerson Library (1904) added a cultural tone to the neighborhood.

In 1911 the Wellington Flats, a large apartment building at the corner of E. Fulton Street and Jefferson Avenue, on the future site of the Peacock Building, was purchased by Dr. Willard Burleson's medical practice to become the Burleson Sanitarium. The practice became increasingly well known and, in need of more space, it was moved to larger quarters in 1927. On September 8, 1929, the *Grand Rapids Herald* announced the local contracting firm the Owen-Ames-Kimball Company would start demolition of the former sanitarium immediately and that they had also been awarded a contract by "the Burleson interests" to build a single-story commercial building with space for twelve stores on the site.

The new building was designed by architect Benjamin W. Hertel, head of Owen-Ames-Kimball's architectural department. Plansheets for the building in the Owens-Ames-Kimball archives bear Hertel's initials. Benjamin W. Hertel (1889-1971) was born in Grand Rapids to parents Wieberen and Trijntje (Roerig) Hertel from Groningen province in the Netherlands who had only recently (in 1888 or 1889) migrated to the United States and settled in the city. A graduate of the School of Architecture of the University of Michigan, Hertel served as an architect and then as head of Owen-Ames-Kimball's architectural department for years until his retirement in 1953. Although obviously a talented designer, Hertel and his work seem to be little known, perhaps because he worked

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under the broad umbrella of a company that was known primarily as a contractor and typically built other architects' designs. Hertel's name is also not commonly associated with the 1925 Fine Arts Building, another Grand Rapids building that, designed by him and built under the company's aegis like the Willard Building, contains the city's ultimate twentieth-century display of terra cotta detailing. The Fine Arts Building is already listed in the national register.

On October 19, the *Grand Rapids Press* noted that a building permit had been issued for the construction of the building, estimated to cost \$50,000. Less than two weeks later, Black Tuesday brought a screeching halt to plans for many new construction projects, but work on the Willard Building, so named for Dr. Burleson, proceeded. A year before, the City Commission had approved the widening of Fulton from East Park Place to Jefferson as a necessary improvement to ease "the natural growth of the business district up Fulton," considered the main outlet to the city's rapidly developing eastern and southeastern areas. The street improvement gave a nod to increasing automobile traffic, and the Willard Building, modern in style with an emphasis on street-level decoration, would be easily noticed, even from a passing car.

In the midst of economically distressed times, the building opened for business in 1930 with tenants attendant to needs of well-to-do residents in the area – among them a Kroger grocery and bakery, an antique shop and the shop of florist Arthur F. Crabb, who had done business in a street-level retail space in the sanitarium (Mr. Crabb was considered such a valuable tenant that the Burlesons provided him a temporary location during construction in the prominent corner retail space in the new building; he maintained his tenancy into the 1950s, at which time the space was leased by another florist, continuing the presence of a corner florist in the Peacock Building well into the seventies).

Through the thirties, the building continued to attract tenants – a confectioner, a photographer, a ladies' tailor. Popularly known as the Peacock Building for its dominant motif, the structure survived the fifties' flight to the suburbs; as urban renewal swung the wrecking ball in the sixties, the Peacock counted a photography studio, a beauty salon and a women's clothing store among its tenants. Subsequent years have seen another salon, a dance studio and a well-known portrait photographer. As Grand Rapids reinvents itself with downtown lofts, destination restaurants and entertainment venues, space in this decorative gem of a building speaks to the latest round of entrepreneurs – a trio of restaurants, a nonprofit performance venue and, during ArtPrize 2011, a temporary art gallery.

Dr. Willard M. Burleson

Dr. Willard M. Burleson, a Saginaw native, began a medical practice in Grand Rapids in 1899. In 1906, his brother, Dr. John Burleson, joined the growing practice, which specialized in nonsurgical treatment of "rectal diseases." As the Drs. Burleson gained fame for their specialty, their patient load increased, and Dr. Ward S. Ferguson joined the practice in 1911. That same year, the doctors purchased the Wellington Flats Building at the corner of East Fulton Street and Jefferson Avenue, renamed it the Burleson Sanitarium and moved their practice to that location. Floors not used for medical use were operated as hotel rooms, and ground-floor spaces were rented to retail tenants.

Burleson Sanitarium's fame grew, no doubt aided by ads placed in national magazines – "The Burleson Painless Dissolvment Method ...is guaranteed to free you forever from your disease, or no charge is made for the treatment," *World's Work*, August 1929 issue. By 1920, the practice had grown to nine physicians, including Drs.

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James Droste, Fred Burleson, and Lynn Ferguson, and the sanitarium was using all the former hotel rooms. The *Grand Rapids Herald* announced in 1919, and again in 1923, that the owners were planning to erect a new building, designed by the Grand Rapids firm of Osgood and Osgood, at the corner of Jefferson Avenue and Weston Street. Instead, the practice moved, in 1927, to the top two floors of the newly remodeled Morton House at Ionia and Monroe.

Dr. Willard Burleson died in February 1928, and that same year Drs. Ferguson, Droste and Ferguson left the practice to form Ferguson Droste Ferguson Hospital, which also specialized in the treatment of rectal disorders. The hospital would later become Ferguson Hospital, nationally known for treatment of gastro-intestinal disorders. In 1992, Ferguson merged with Blodgett Hospital to form Ferguson-Blodgett Digestive Disease Hospital, which merged with Butterworth Hospital in 1997. The gastro-intestinal group became part of the Spectrum Hospital organization; its Ferguson Clinic continues the legacy of colorectal specialization. The Burleson family continued their practice, as well. In 1938, under the direction of Dr. Fred Burleson, the sanitarium moved to East Grand Rapids as Burleson Hospital; it continued to operate until 1968.

Historical Significance – Criteria C

The single-story Willard Building is a polychrome flourish constructed just as the Great Depression and new material technologies signaled a steep decline in the use of terra cotta ornament. The material saw wide use in early skyscrapers – lighter-weight and lower-cost than the carved stone it often replaced – and several multi-story buildings attest to its popularity in Grand Rapids in the late 19th and early 20th centuries.

The fourteen-story Michigan National Bank Building (77 Monroe Center), an example of terra cotta construction a few years earlier than the Peacock Building, features deep, arched window recesses and soaring vertical elements expressive of height and monumental scale. The cream terra cotta face is punctuated by understated touches of blue in quatrefoils beneath windows and diamonds between windows. Ornament on the Peacock more fully integrates color into the overall design: the bas relief of the lower pier sections set against a pale green ground, as are the chevrons on the horizontal banding, and the birds above depicted in more distinct shades of green, blue and ochre.

A Grand Rapids structure that matches the Peacock's use of color is Hertel's Fine Arts Building at 232 Lyon NW, remodeled in 1925 with a wide array of terra cotta ornament – arches and columns, swags, urns and animal imagery – in a vivid multicolor palette. Seven stories high, the building presents a larger canvas for decoration – including decorative friezes at several levels, overall textural designs between stories of windows, and classically decorated piers between groups of windows. Four years later, the Peacock Building expressed more economy of ornament, appropriate for the much smaller structure (Owen-Ames-Kimball Company the building contractor for both). A distinct advantage of the smaller building was its comfortable relationship to human scale – any passerby appreciates the intricacy of neoclassic reliefs at eye level and easily looks up to the peacocks atop the piers, not at all like more monumental buildings that need to be seen from a distance to read their overall designs.

In scale, the Peacock Building suits the fabric of its own block. Immediately to its west on Fulton is a one-story commercial building, four stores in width, also built of tan brick, also with decorative piers between storefronts. Built prior to 1912 (evidenced by its inclusion on the 1912 Sanborn Fire Insurance Map) and remodeled after a 1922 fire, this building was the likely “yardstick” for determining the height of the newer building, which is nearly identical in height. The earlier building is understated Neoclassical in style with egg-and-swag decoration

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above the glass display windows, narrow twisted-column detail on the piers, and a single urn atop a raised section of parapet centered over the total frontage. Looking to the Peacock Building the observer finds similar elements, noting that not only has color been added, but so has more ornament.

The style of ornament has changed as well. Art Deco had become very popular by the later 1920's, and its stylized patterns are suggested on the Peacock Building in the geometric dot-and-chevron band in the cornice and the stylized peacocks. The overall style, however, might best be described as transitional, because the bas reliefs on the piers are certainly Neoclassical in subject, portraying urns, feathers and leaves, and very delicate bands of egg-and-dart and acanthus leaf ornament appear beneath the chevron band and the coping atop the parapet, respectively. The delicacy of the Neoclassical references suggests the Adam style, and it seems likely the Burlesons were familiar with it: a *Grand Rapids Herald* article of November 30, 1919, announcing the proposed new sanitarium building notes that "The exterior designs will be Adam in character..." per the plans by Osgood and Osgood. Although positive attribution to an individual architect or designer has never been established, it does seem that the talent behind the building's design was familiar with the older style chosen for the proposed sanitarium and well enough versed in the conventions of Art Deco ten years later to commingle the two for a one-of-a-kind building that continues to enthrall students of architecture and casual passersby alike.

Interestingly, the Peacock Building might have had a neighboring building to match its own exuberant style. The proposed construction of "the DeVine studio" was announced in the *Grand Rapids Herald* of May 13, 1928 along with a brief description of the building, which was to be constructed on the north side of Fulton, facing Jefferson.

"The building will have mottled gray and buff terra cotta facings throughout, with black and gold checkered bands above show windows and entrance. The cornice cresting and window panels will have green and yellow and black color reliefs and the panel cartouches will be in black and gold. Bronze balcony railings are used over the first floor."

There is no indication that the studio building was ever erected, and the Peacock Building remains Grand Rapids' last-built paeon to terra cotta artistry.

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Grand Rapids City Directory, Grand Rapids Directory Co., 1975.

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National Park Service

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Willard Building

Name of Property

Kent County, Michigan

County and State

Name of multiple listing (if applicable)

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National Register of Historic Places
Continuation Sheet

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Willard Building

Presented by Grace Smith





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Baguette
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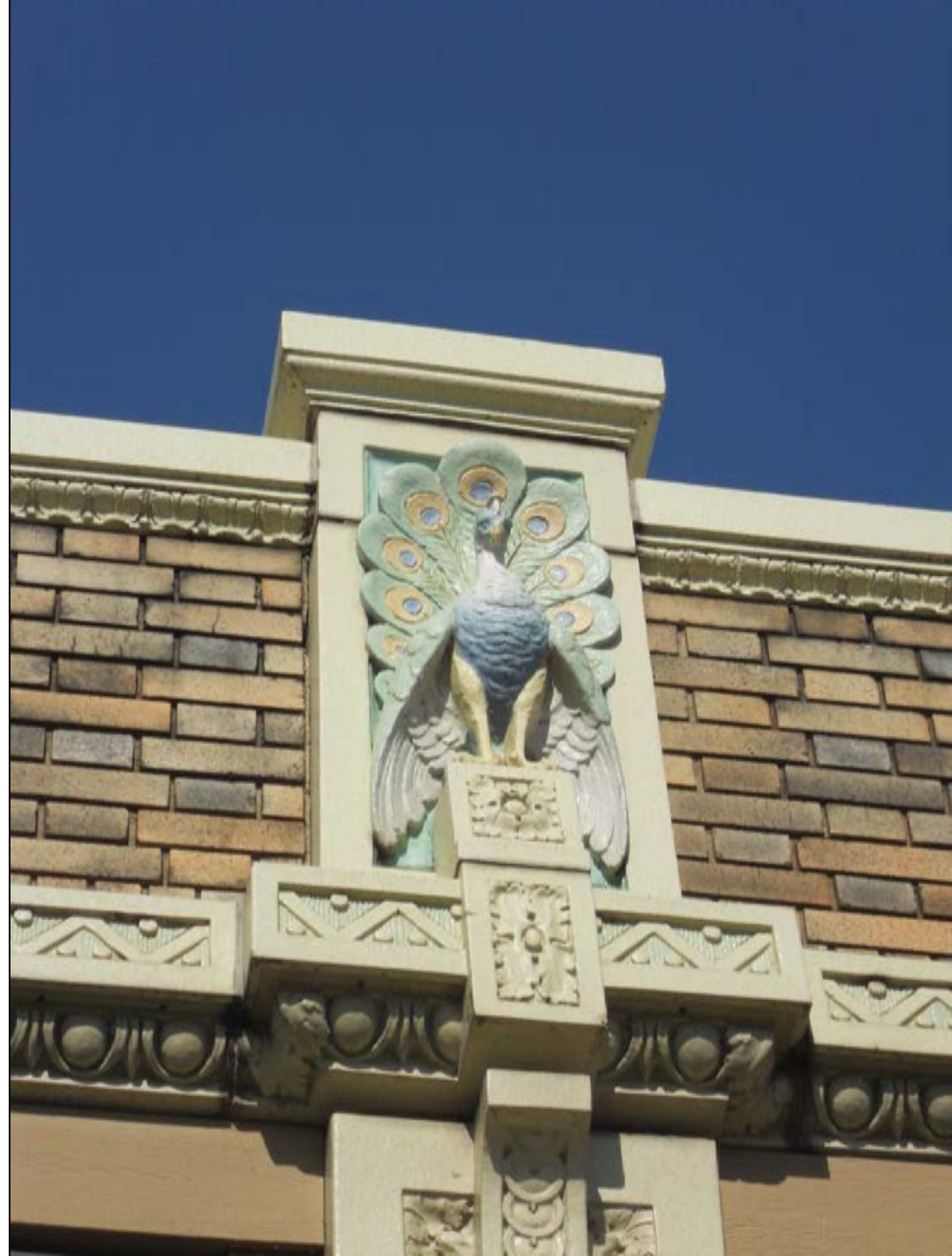
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WILLARD BUILDING
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